



www.madisonwater.org • 119 East Olin Avenue • Madison, WI 53713-1431 • TEL 608.266.4651 • FAX 608.266.4436

Public Service Commission of Wisconsin
RECEIVED: 10/30/09, 12:08:06 PM

October 30, 2009

Ms Bridgot Gysbers – Sent Electronically
Public Utility Auditor
Division of Water, Compliance and Consumer Affairs
Public Service Commission of Wisconsin
Bridgot.Gysbers@psc.state.wi.us

RE: Application of Madison Water Utility to Increase Water Rates 3280-WR-111

The Madison Water Utility is requesting an increase of \$40,000 in its Water Conservation Expense to further implement its Water Conservation Plan.

The Madison Water Utility is planning to expand its Toilet Rebate program from its initial Residential and Apartments up to 4-unit designation to include Apartments larger than 4 units. I am attaching a copy of the program overview for our Apartment Building Toilet Rebate program as well as our rebate application form. The Madison Water Utility is not increasing the number of rebates that are available; it is just expanding the eligibility to include the larger apartment complexes. We will continue to rebate up to 2,500 toilets per year at \$100 per toilet rebated. We anticipate \$50,000 for administrative costs as approved in our last rate application.

The additional \$40,000 expense request is for an expansion of the educational portion of our Water Conservation Plan and not for additional toilet rebates.

Sincerely,

/s/ Robin G Piper

Robin G Piper
Finance/Accounting Manager
Madison Water Utility



Apartment Building Toilet Rebates

Program Overview

The Madison Water Utility is offering rebates of up to \$100 to owners of residential apartment buildings who replace their units' high water using toilets with EPA WaterSense-rated High Efficiency Toilet (HET) models.

The program is part of the utility's Water Conservation and Sustainability Plan to reduce per capita water usage 20 percent by the year 2020, with the goal of protecting the quality and quantity of the deep-well aquifer that supplies the Madison area. It is in addition to the Water Utility's current residential program geared to individual home-owners.

Toilets eligible for rebate must be HETs (which use an average of 1.28 gallons per flush) and must be rated by the Environmental Protection Agency's (EPA) WaterSense program. Any toilet that meets the criteria and is purchased after January 1, 2010, will be eligible. Rebates will be in the form of checks sent to the owner's residence of record; the dollar amount per new toilet will not exceed the purchase price of the toilet.

To apply for the rebate, you must submit the following items: the original, dated sales receipt for the toilets showing the manufacturer's model name and number and the completed application form (pdf). (You should keep a photocopy of your receipt.) Additionally, Form 1099 of IRS regulations requires that we have a Federal tax identification number or social security number for all payees who expect to make rebate payments of \$600 or more in any one calendar year. If you expect to submit rebate requests for six or more toilets, please include a W-9 with your rebate application. These items must be mailed to the following address:

Madison Water Utility
Toilet Rebate Program
119 East Olin Avenue
Madison, WI 53713

Eligibility

Participants in the program must be customers of the Madison Water Utility, and the installation address must be in the customer service area of the utility. Rebates are for replacement of existing larger-capacity toilets, and are not for new construction. Rebates are first-come, first-served, until funding is exhausted.

The program is for only one rebate per apartment household. Eligible replacement toilets must be HETs listed on the EPA WaterSense website.

Installation

Building owners may install the toilets themselves, or they may hire a plumber or contractor to do the job. Owners are responsible for proper installation and associated costs. Installation may be subject to verification by water utility personnel. Toilets may be purchased at any supplier as long as they are on the WaterSense list of HETs.

Rebates

Rebate checks of up to \$100 per toilet (not to exceed actual purchase price) will be sent to the building owner's address after applications are processed. Please allow four to six weeks. Only one rebate per apartment unit is allowed. Rebates are not available for the costs of installation.

Disposal of Old Toilets

Replaced toilets should be properly disposed of so that they cannot be re-used. For more information, call the Madison Water Utility at (608) 266-9129. Download the Apartment Building Toilet Rebate Application Form (PDF)

Madison Water Utility
Apartment Buildings of More than Four Units
High Efficiency Toilet Rebate
Application Form

Please read all program rules before submitting.

Applicant Information

Building Owner Name (please print) _____
Installation Address _____, unit numbers _____
City _____ State _____ Zip _____
Total number of apartment units getting replacement toilets (one rebate per unit) _____
Owner's Mailing Address (if different) _____ Zip _____
Telephone _____

Apartment Unit General Information

Number of bathrooms per unit _____ Installation date(s) _____
Estimated tank size of toilets (gallons) being replaced:
check one: _____ 1.6 gallons per flush; _____ 3.5 gallons per flush; _____ 5 gallons per flush or larger.
Year building was constructed _____
Approximate number of people in apartment units getting replacement toilets _____

Toilet Information (Use separate form for each model/type of replacement)

New toilet manufacturer (brand) _____ Model name _____
WaterSense HET number _____ Purchase price per toilet _____
Total reimburseable cost (at no more than \$100/toilet) _____

Rebate Agreement

I have read, understand, and agree to the terms and conditions in the Apartment Building Toilet Rebate Program description. I understand that I must dispose of the replaced toilets so they cannot be reused. I understand and agree that the Madison Water Utility upon prior notification to me may inspect the premises to verify installation of the rebated WaterSense toilets

Applicant Signature _____ Date _____

Mail your completed application form and your original dated receipt, which should show the number of toilets purchased, to:

Madison Water Utility
Toilet Rebate Program
119 East Olin Avenue
Madison, WI 53713